

**MEDIA RELEASE****BERN, 10 MARCH 2020****Counterfeiters are becoming more and more brazen**

**In 2019, customs offices seized 2,905 consignments from commercial traffic, which is 70% more than in the previous year. This notable increase is due to the boom in the online sale of counterfeits, as well as targeted checks carried out by the Federal Customs Administration. In tourist traffic, too, there was an increase of 10%. However, this is a moderate change compared to the previous years.**

Counterfeiting and piracy are increasing worldwide. In the last five years, the number of small consignments coming from Asia into Switzerland has increased sixfold. Handbags, clothing and watches are still the most common counterfeit goods. The number of counterfeit watches has increased by 5% since last year. Personal care products and products relating to mobile telephony, including parts and accessories, are gaining ground in the counterfeiting industry.

Anything that is popular and sells well is counterfeited. Even reputable online marketplaces are not immune to counterfeits. There are already some brands that no longer want to offer their products via online marketplaces because copies of their products are also for sale on the same sites. "We are appealing to consumers to be responsible. It is important to always look at so-called "bargains" with a critical eye and to pay attention to where you order goods from and not be blinded by online advertising and low prices," says Eveline Capol, head of the STOP PIRACY Secretariat. Also on the rise are fake shops operating on the internet. These not only copy individual products, but also entire websites and online shops.

How many times did customs seize infringing goods and what was the value of the goods taken out of circulation? What damages did this save the manufacturer of the original? From which countries do these copies come from? You can find these figures in the 2019 Intellectual Property Law Statistics of the Federal Customs Administration.

**STOP PIRACY** is the Swiss anti-counterfeiting and piracy platform. The non-profit organisation works to educate and raise awareness among consumers as well as to promote co-operation between the business community and the authorities. In the public domain, STOP PIRACY provides facts and analyses and actively informs the public about the risks of counterfeiting and piracy and what lies behind it.

**Links:**                    [STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform](#)  
[2019 Intellectual Property Law Statistics from the FCA](#)  
[Tips for consumers: Recognising counterfeits on the internet](#)



**For further questions:**

**STOP PIRACY – The Swiss Anti-Counterfeiting and Piracy Platform**

Eveline Capol  
Head of the STOP PIRACY Secretariat  
Telephone: +41 31 377 72 66  
Email: [info@stop-piracy.ch](mailto:info@stop-piracy.ch)

Jürg Herren  
Vice President of STOP PIRACY  
Telephone: +41 31 377 72 16  
Email: [juerg.herren@ipi.ch](mailto:juerg.herren@ipi.ch)